

Federal Transit Administration Updates Nationwide Transit Safety and Security Awareness Program



Launched in 2003, [Transit Watch](#) is a nationwide public awareness outreach campaign that encourages the active participation of transit passengers and employees in maintaining a safe transit environment. The campaign was also designed to help foster the role of transit as a safe haven in communities across the country. The goal was to create a useful toolkit that enabled transit agencies to customize the materials with local information and select the campaign and accompanying visuals that would most effectively address specific community interests and concerns to maximize interest and involvement.

Since *Transit Watch* began, many transit agencies have taken the campaign and adapted it as their own, or have instituted similar public awareness campaigns. Building on the success of the initial campaign, the Federal Transit Administration (FTA), along with its partners at the Department of Homeland Security (DHS), created supplemental materials to the original public awareness campaign, [resulting in the 2006 version](#). These materials include messages pertaining to unattended bags, evacuation procedures, [translation of the original Transit Watch materials into Spanish](#), and the development of a "Five Step Strategy" for use in enhancing communication with State and Local Citizen Corps Councils.

The enhanced [Transit Watch toolkit is a downloadable CD](#) containing the transit evacuation "Listen, Look, Leave" campaign, the unattended items "Be Alert" and "Is this Yours?" campaigns, the "Five Step Strategy" for linking *Transit Watch* and Citizen Corps, and the Spanish language translation of the original Transit Watch campaign. This [supplemental Transit Watch toolkit](#) along with the [original Transit Watch](#) materials represent the Federal government's efforts to make our Nation's transit systems safer and more secure. We believe these toolkits provide an effective means for transit agencies, transit employees and the riding public to keep America safe and on the move.

Both the 2003 and 2006 *Transit Watch* toolkits contain valuable ideas that may be used as part of a public awareness campaign, so be sure to download both.

If you have questions about the materials, please contact Bridget Zamperini (bridget.zamperini@dot.gov) at the Federal Transit Administration.